

We claim:

1. A wick material, comprising a porous material, said porous material having pores less than about 250 microns and a void volume ratio of less than about 60%.

2. A wick material in accordance with claim 1, wherein said porous material is a high density polyethylene.

3. A porous polymeric wick for use in connection with an air freshening device consisting essentially of:

a high density polyethylene wicking material having a void volume ratio of from about 25 to about 60% and having an average pore size on the order of less than 250 microns.

4. The wick of claim 3 wherein said wicking material has an average pore size in the range of from about 2 to about 70 microns.

5. The wick of claim 4 wherein said wicking material has an average pore size in the range of from about 3 to about 30 microns.

6. The wick of claim 5 wherein said wicking material has an average pore size in the range of from about 4 to about 28 microns.

7. The wick of claim X wherein said wicking material has an average pore size of about 30 microns.

8. The wick of claim 6 wherein said void volume ratio is in the range of from about 30 to about 40%.

9. A vapor dispensing device comprising:

a reservoir containing a volatizable liquid

a wicking material in fluid communication with said volatizable liquid

said vapor dispensing device improved wherein said wicking material exhibits an average pore size in the range of about 4.5 to 29.0 microns and a void volume ratio on the order of between about 30 to about 35%.

10. The device of claim 3, further comprising a vaporizing device configured to effect vaporization of the volatizable liquid contained on said wicking material.